



Australian Government

Department of Education, Employment and Workplace Relations

SIRRMER518 Present design concepts

Release: 1

SIRRMER518 Present design concepts

Modification History

The version details of this endorsed unit are in the table below. The latest information is at the top.

Release	Comments
First Release	This is a revised unit, based on and equivalent to SIRRMER019A Present design concepts.

Unit Descriptor

This unit describes the performance outcomes, skills and knowledge required to apply knowledge of design elements and principles and retail design trends and issues; to interpret client briefs; and develop and present rendered concept visuals that address given visual merchandising themes.

Application of the Unit

This unit applies to visual merchandisers and visual merchandiser supervisors and managers.

Licensing/Regulatory Information

No licensing, legislative, regulatory or certification requirements apply to this unit at the time of endorsement.

Pre-Requisites

Nil

Employability Skills Information

This unit contains employability skills.

Elements and Performance Criteria Pre-Content

Elements and Performance Criteria

Element	Performance Criteria
Elements describe the essential outcomes of a unit of competency.	Performance criteria describe the performance needed to demonstrate achievement of the element. Where bold italicised text is used, further information is detailed in the required skills and knowledge section and the range statement. Assessment of performance is to be consistent with the evidence guide.
1. Develop drawings for a given theme.	1.1.Present alternative drawings for a given <i>visual merchandising theme</i> to <i>client</i>. 1.2.Collaborate with <i>team members</i> to explore ideas. 1.3.Reflect <i>relevant design elements and principles</i> in finished drawings to demonstrate creative ideas and problem-solving strategies.
2. Produce colour concept drawings.	2.1.Generate colour concept drawings for a wide range of retail applications. 2.2.Apply a suitable drawing system to produce accurate perspective, isometric and axonometric drawings. 2.3.Use cultural and historical associations for a target market and theme. 2.4.Use colour contrast and colour coordination to suit client promotional needs. 2.5.Select suitable fixtures, fittings and finishes to suit client needs and budget. 2.6.Apply <i>three-dimensional (3-D) effects</i> to enhance presentation. 2.7.Select and apply <i>rendering medium</i> appropriate to promotional theme and product image. 2.8.Select and apply lettering, logos, symbols and images to suit corporate image and target market. 2.9.Present finished artwork professionally mounted with overlay and detailed explanations.
3. Give verbal presentations of design solutions.	3.1.Present ideas and visuals in a clear and logical manner, with a range of solutions that meet client requirements. 3.2.Offer clear explanations to client questions. 3.3.Recommend preferred solutions to clients with a clear rationale for the final idea and its suitability.

Required Skills and Knowledge

This section describes the skills and knowledge required for this unit.

Required skills

- communication and interpersonal skills to:
 - ask questions to identify and confirm requirements
 - collaborate with team members to explore ideas through clear and direct communication
 - present drawings to client
 - present design solutions verbally
 - use and interpret non-verbal communication
 - use language and concepts appropriate to cultural differences
- creative thinking skills to apply design principles to visual merchandising themes
- technical skills to:
 - demonstrate design application
 - demonstrate illustrative skills
- technology skills to produce manual and computer assisted rendered drawing skills
- problem-solving skills to produce finished drawings that reflect design elements and principles

Required knowledge

- elements and principles of design
- contemporary design trends and issues
- copyright and intellectual property issues and legislation, and their impact on design practice
- drawing standards and techniques
- psychological and marketable characteristics of colour in visual merchandising

Evidence Guide

The evidence guide provides advice on assessment and must be read in conjunction with the performance criteria, required skills and knowledge, range statement and the Assessment Guidelines for the Training Package.

Critical aspects for assessment and evidence required to demonstrate competency in this unit

Evidence of the following is essential:

- works individually and in a team to produce colour concept drawings for a wide range of promotional themes and retail solutions
- demonstrates verbal presentation skills when presenting design and colour concepts to clients
- answers clients' questions on retail image design.

Context of and specific resources for assessment

Assessment must ensure access to:

- a real or simulated retail visual merchandising, including:
 - studio equipment
 - computer-based design and illustration programs
- information on:
 - client requirements
 - store image
 - products and services
 - retail design trends
 - materials.

Method of assessment

A range of assessment methods should be used to assess practical skills and knowledge. The following examples are appropriate for this unit:

- observation of performance in the workplace
- a simulated retail visual merchandising design project
- third-party reports from a supervisor
- a folio of personally developed designs
- client feedback
- answers to questions about specific skills and knowledge.

Guidance information for assessment

Holistic assessment with other units relevant to the industry sector, workplace and job role is recommended.

Range Statement

The range statement relates to the unit of competency as a whole. It allows for different work environments and situations that may affect performance. Bold italicised wording, if used in the performance criteria, is detailed below. Essential operating conditions that may be present with training and assessment (depending on the work situation, needs of the individual, accessibility of the item, and local industry and regional contexts) may also be included.

Visual merchandising theme may include:

- seasonal events, such as:
 - Father's day
 - Mother's day
 - religious festivals
 - sales
 - sports events
 - Valentine's day
- cultural themes
- enterprise-specific promotions, such as:
 - birthday sale
 - homewares sale
 - perfume promotion
- specific product promotional events, such as exhibitions.
- external business customers
- managers within the enterprise.

Clients may include:

Team members may include:

- professional staff
- technical staff.

Relevant design elements and principles may include:

- contrast
- direction
- harmony
- pattern
- positive and negative shape
- proportion
- rhythm
- shape
- size
- tone.

Three-dimensional effects may include:

- highlight
- reflection
- shadow.

Rendering medium may include:

- digital output
- drawing
- painting

- photographs.

Unit Sector(s)

Retail

Competency Field

Merchandising